





En raison de la crise du COVID-19, les informations ci-dessous sont susceptibles d'être modifiées, notamment celles qui concernent le mode d'enseignement (en présentiel, en distanciel ou sous un format comodal ou hybride).

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| 5 crédits | 30.0 h | Q1 |
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| Enseignants | Groetaers Lionel ;Van Overstraeten Mathieu ; |
| Langue d'enseignement | Anglais |
| Lieu du cours | Louvain-la-Neuve |
| Acquis d'apprentissage | <i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i> |
| Modes d'évaluation des acquis des étudiants | <p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>Active participation: 20% of the total Online crisis exercise (4 hours): 40% of the total - Groups of 5 Oral Exam: 40% of the total - 3 theoretical questions</p> <p>In code yellow, the oral exams will be face-to-face. If the university goes into code orange or red, they will be done remotely via Teams.</p> |
| Méthodes d'enseignement | <p>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</p> <p>The interventions will be given in English in offline plenary sessions of 2 hours, taking into account the Covid-19 sanitary measures. Each course will be supported by slides that will integrate the main points discussed orally.</p> <p>During each session:</p> <ul style="list-style-type: none"> - Two blocks of half an hour will be devoted to theory. Many examples from real-life situations will support the explanation of the key concepts of crisis communication. - Two blocks of half an hour will be devoted to group exercises. The objective of these exercises is to confront the students with realistic crisis communication situations. The practical set-up of these exercises will of course be adapted to the Covid-19 sanitary measures. <p>This mode of teaching applies to the yellow and orange codes. If the university goes into code red, the Crisis Communication course will continue to be taught via e-learning.</p> |
| Contenu | <p>The course aims to address the areas of crisis communication from an operational perspective, based on theory and examples. This will include: crisis communication, communication on risks, communication on controversial subjects, disinformation and social license to operate.</p> <ul style="list-style-type: none"> - Map risks based on occurrence and seriousness - Map and organize stakeholder relations - Organize monitoring and decrypt media attention - Design a crisis or sensitive communication strategy for his/her organization - Master crisis communication tools, including digital media - Organize the operation of the crisis unit of his/her organization - Be able to define and control his/her message in crisis situations, both in external communication and in internal communication. |
| Faculté ou entité en charge: | COMU |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
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| Intitulé du programme | Sigle | Crédits | Prérequis | Acquis d'apprentissage |
| Master [60] en information et communication | COMU2M1 | 5 | |  |
| Master [120] en communication multilingue | MULT2M | 5 | |  |
| Master [120] en communication | CORP2M | 5 | |  |
| Master [120] en communication [Double diplôme UCLouvain - uSherbrooke] | COMM2M | 5 | |  |